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## Training Announcement: Managing Interpretive Media Projects

Southeast Region  
Mammoth Cave National Park, Kentucky  
**March 16–18, 2004**

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Park managers today bear an increasing responsibility for the development of park interpretive media such as exhibits, audiovisual programs, and wayside exhibits. Superintendents, chiefs of interpretation, and other park staff may need to acquire specialized knowledge and skills to help them be more effective members of a media development team that will achieve the park's goals.

This course will offer an overview of the media development process covering foundation planning, media strategies, funding, cost estimating, contracting, planning, design, production, and maintenance. In addition, participants will become familiar with the quality standards for media, and will learn how Harpers Ferry Center can assist with media projects. The course will also address elements from the core Interpretive Development Program competencies in Module 310, Planning Park Interpretation, and Module 311, Interpretive Media Development.

Course sessions will include technical lectures by media specialists, group discussions, case studies, and an analysis of a park's media needs using Mammoth Cave National Park as an example. After successfully completing this course, participants will understand the fundamentals of managing media development projects for their parks.

### **Core**

**Competencies:** Addresses elements of the curriculum for the following core interpretive competencies: Module 310 Planning Park Interpretation and Module 311 Interpretive Media Development

**Participants:** Any NPS or partner employee in the Southeast Region who is currently—or soon will be—managing development of museum exhibits, AV programs, historic furnishings exhibits, or wayside exhibits in collaboration with contractors, partners, or Harpers Ferry Center. A limited number of participants from other regions may be selected.

**Location:** Mammoth Cave National Park  
Mammoth Cave, KY  
MACA Training Facility

**Dates:** March 16, 17, and 18, 2004  
(Course starts at 9:00a Tuesday morning, and concludes at 2:30p on Thursday afternoon. Optional consultation with Harpers Ferry Center staff on Thursday between 2:30 and 5:00p).

**Length:** 24 hours

**Course size:** **30 Total**  
22 NPS from Southeast Region, 5 NPS from other regions, 3 from partner groups

**Funding:** \$100 tuition fee will be charged to benefiting account. Participants will receive a course notebook, and other media resource materials.

Benefiting account for travel, lodging, and per diem.

**Course Objectives:**

- Learn how to manage a media project in collaboration with HFC, partners, or contractors.
- Learn the key principles for successful media projects.
- Understand basic media development processes.
- Define a media project strategy, and be able to use it to develop a media project in your park.
- Become familiar with NPS media standards and guidelines.
- Understand cost estimating, funding, and programming procedures for media projects.
- Learn HFC's role in NPS media development.

**Course Guidelines:**

- Dialog between course staff and participants will be encouraged.
- The media information HFC will be providing will apply to all park media work, not just projects to be planned or produced by HFC.
- The course will look at media development in an integrated manner, not isolated according to product types such as exhibits, waysides, and AV productions.
- Content will be tailored to the needs of park managers and park project managers.
- Instructors will use case studies to illustrate media processes.
- Course content will incorporate principles of the Interpretive Development Program.

**Application:** Please e-mail the attached nomination form to Michelle Henderson Employee Development Officer, Southeast Region, or fax it to 404-562-3266 no later than **February 10, 2004**. Nominations sent directly to Harpers Ferry Center will not be accepted.

**Instructors:** Instructors will be media specialists from the National Park Service and/or partner organizations.

**Coordinators:** Peter Givens  
Course Coordinator  
Blue Ridge Parkway  
540 767-2490 x16

Michelle Henderson  
Training Manager, Southeast Region  
404-562-3158 X580  
404-562-3266 (FAX)

David Guiney  
Director, Interpretive Media Institute  
Harpers Ferry Center  
304-535-6057

**Sponsors:**

Southeast Region  
Harpers Ferry Center, Interpretive Media Institute  
Blue Ridge Parkway  
Mammoth Cave National Park  
Interpretive Development Program

Nomination Form

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**Managing Interpretive Media Projects**

Southeast Region and HFC Interpretive Media Institute

Course Location: Mammoth Cave National Park

March 16-18, 2004

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Series and Grade: \_\_\_\_\_

NPS Unit: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Telephone: \_\_\_\_\_

FAX: \_\_\_\_\_

E-mail address: \_\_\_\_\_

Nomination Form  
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**Managing Interpretive Media Projects**

Southeast Region and HFC Interpretive Media Institute  
Course Location: Mammoth Cave National Park  
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**Applicant's Justification:** How will this training benefit the Government and assist you in the performance of your job?

What interpretive media development projects will be part of your responsibility during the next nine months? The next 1-2 years?

What will be your role in the planned interpretive media projects?

Applicant's Signature \_\_\_\_\_ Date: \_\_\_\_\_

**Supervisor's Justification:**

Supervisor's Signature \_\_\_\_\_ Date \_\_\_\_\_